

Claim Amendments

The following listing of claim replaces all previous claim listings in this application.

1. (Original). A method of printing a receipt which includes an image, comprising:
downloading transaction information;
retrieving an image associated with said transaction information;
converting said image into a pixels matrix representation;
printing at least one scan line by selectively printing pixels corresponding to said pixel matrix representation.
2. (Original). The method of printing a receipt according to Claim 1 wherein said transaction information includes image information.
3. (Original). The method of printing a receipt according to Claim 1 further comprising:
converting said image into a dithered black-and-white pixel matrix representation.
4. (Original). The method of printing a receipt according to Claim 1 further comprising:
converting said image into a grey scale representation.
5. (Original). The method of printing a receipt according to Claim 2 wherein said image information is a file name.

6. (Original). The method of printing a receipt according to Claim 5 wherein said retrieving said image includes downloading said image from a remote location.

7. (Original). The method of printing a receipt according to Claim 2 wherein said image information is a Universal Resource Locator (URL).

8. (Original). The method of printing a receipt according to Claim 7 wherein said retrieving said image includes downloading said image from a remote location identified by said URL.

9. (Original). The method of printing a receipt according to Claim 1 wherein said scan line is printed in a predetermined location on said receipt.

10. (Previously Presented). A method of printing a coupon which includes an image, comprising:

monitoring transaction information;

retrieving an image associated with said transaction information;

converting said image into a pixel matrix representation; and,

printing at least one scan line by selectively printing pixels corresponding to said pixel matrix representation.

11. (Original). The method of printing a coupon according to Claim 10 further comprising:

comparing said transaction information to a database; and
downloading image information from said database responsive to a match.

12. (Original). The method of printing a coupon according to Claim 11 further comprising:

converting said image into grayscale.

13. (Original). The method of printing a coupon according to Claim 12 further comprising:

converting said grayscale image into dithered black-and-white pixels.

14. (Original). The method of printing a coupon according to Claim 11 wherein said image information is a file name.

15. (Original). The method of printing a coupon according to Claim 10 wherein said retrieving said image includes downloading said image from a remote location.

16. (Original). The method of printing a coupon according to Claim 11 wherein said image information is a Uniform Resource Locator (URL).

17. (Original). The method of printing a coupon according to Claim 16 wherein said retrieving said image includes downloading said image from a remote location identified by said URL.

18. (Original). The method of printing a coupon according to Claim 11 wherein said scan line is printed in a predetermined location on said receipt.

19. (Original). A system for printing a coupon or receipt which includes an image, comprising:

a work station capable of connecting to a network;

a printer in electrical communication with said work station; and,

software loaded on said work station, wherein said software is configured to

download image information from a remote location; and,

convert an image associated with said image information into a pixel matrix representation; and,

wherein said printer is configured to print at least one scan line by selectively printing pixels corresponding to said pixel matrix representation.

20. (Original). The system according to Claim 19 wherein said network includes the Internet.

21. (Original). The system according to Claim 19 wherein said software is further configured to convert said image into a black-and-white representation.

22. (Original). The system according to Claim 19 wherein said work station includes a kiosk.

23. (Original). The system according to Claim 19 wherein said work station includes a Point-Of-Sale (POS) terminal.

24. (Original). Apparatus for receipt generation comprising:
a coupon generator coupled to an input port of said apparatus, to receive and process purchase information relating to a transaction, said coupon generator providing at least one index pointer responsive to said purchase information; and,
a coupon image database having accessible a plurality of coupon fields for storage and retrieval of coupon images, said coupon generator incorporating a related coupon image with said purchase information for transmission to an output port.

25. (Original). A method of advertising by printing an image on a receipt or coupon, the method comprising:

downloading image information from a database;
retrieving an image associated with said image information;
converting said image into grayscale;
converting said grayscale image into dithered black-and-white pixels;
converting said dithered pixels into a pixel matrix representation; and,
printing at least one scan line by selectively printing pixels corresponding to said pixel matrix representation.

26. (Original). The method of advertising according to Claim 25 further comprising:

monitoring transaction information and comparing said monitored information to
information in said database; and

determining whether to download said image information based upon said comparison.

27. (Previously Submitted). The method of printing a receipt according to Claim 1,
wherein said printing further comprises

printing said at least one scan line in a location on the receipt indicated by a content
provider that provided said image.

28. (Previously Submitted). The method of printing a receipt according to Claim 1,
wherein said printing further comprises

printing said at least one scan line in a location on the receipt that is a combination of a
preassigned location and a location indicated by a content provider that provided said image.

29. (Previously Submitted). The system according to Claim 19, wherein said software is
further configured to

monitor web-sites visited, transpired online transactions, and user-sessions.

30. (Previously Submitted). The system according to Claim 19, wherein said software is
further configured to

compare said transaction information to a database; and

download image information from said database responsive to a match.

31. (Previously Submitted). The system according to Claim 30, wherein said printer is configured to print said at least one scan line in a preassigned location on the coupon or the receipt based on said match.

32. (Previously Submitted). The system according to Claim 30, wherein said printer is configured to print said at least one scan line in a location on the coupon or the receipt specified by a service provider that provided said image based on said match.

33. (Previously Submitted). The system according to Claim 30, wherein said printer is configured to print said at least one scan line in a location on the coupon or the receipt based on said match, wherein said location is a combination of a preassigned location and a location specified by a service provider that provided said image.

34. (Previously Submitted). The system according to Claim 30, wherein said image information is selected from a group consisting of: specific advertiser information, coupon amount, and graphical information.

35. (Previously Submitted). The system according to claim 34, wherein said graphical information is a Universal Resource Locator (URL).

36. (Previously Submitted). The system according to claim 35, wherein said software is further configured to download a graphic from a webpage associated with said URL.

37. (Previously Submitted). The system according to claim 30, wherein said printer is configured to print said image information is selected from a group consisting of: specific advertiser information, coupon amount, and graphical information.